



FOR IMMEDIATE RELEASE  
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## **LANSING AREA BUSINESSES DISTRIBUTE CAB CARDS TO GIVE PATRONS EASIER ACCESS TO SAFE RIDE HOME**

*Police increase statewide  
enforcement of drunk driving laws pre-Christmas*

**LANSING, MI**— Law enforcement officials announced today a special promotion for their **"You Drink & Drive. You Lose."** campaign, involving several Ingham County businesses distributing **"Cab Cards"** this weekend. The Cab Cards remind motorists to make prior arrangements for getting home before taking their first drink, and offer a 20% discount on cab fare from **Big Daddy Taxi** in East Lansing for anyone needing a ride home this weekend. The promotion will coincide with a statewide enforcement campaign targeting impaired and drunk drivers scheduled for this weekend, Dec. 21-23.

The campaign is part of a widespread crackdown in 24 counties that are part of the **Drive Michigan Safely Task Force**. These counties qualified for overtime enforcement funding from the Michigan Office of Highway Safety Planning, based on their crash problems. Each county will dedicate additional patrols to stop and arrest drunk drivers during the weekend.

"During the holiday season we see an increase in parties," said Ingham County Sheriff Gene Wigglesworth. "Unfortunately, the sheer number of celebrations increases the potential for people to consume too many drinks and then get behind the wheel to drive. We'll have additional deputies out all weekend looking for drunk drivers. We want to ensure the safety of Ingham County roads, especially during this season."

According to the Office of Highway Safety, nearly 40% of all of traffic fatalities in Michigan today involve alcohol.

**Michigan Office of Highway Safety Planning**  
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(517) 336-6477 [www.ohsp.state.mi.us](http://www.ohsp.state.mi.us)

Participants in the program who will distribute cab cards over the weekend include **The Dollar, 621, Troppo's, Tripper's, Reno's East, Big Daddy Taxi,** and **Shaheen Chevrolet**, where the press conference was held. Visitors to any of these establishments during December 21-23 can pick up a cab card.

The cab cards are wallet-sized reminders to make arrangements for a ride home prior to drinking. Options include designating a driver, spending the night where you are, or calling a taxicab. The objective of the card is to provide easy access to a safe ride home.

While the cab card program is a pilot effort in Ingham County, the enforcement crackdown is statewide. Sample cab cards can be downloaded from the OHSP website, [www.ohsp.state.mi.us](http://www.ohsp.state.mi.us), for people wishing to start a similar program in their area.

The Drive Michigan Safely Task Force is a collaborative effort between the Michigan Office of Highway Safety Planning, the Michigan State Police, county sheriff departments and local police agencies. The Task Force is working to reduce traffic-related deaths and injuries that result from drunk drivers and unbuckled motorists.

In addition to local enforcement periods, Task Force members will participate in five statewide enforcement crackdowns this year: alcohol violations in December 2001 and July 2002; safety belt violations in March, June and August of 2002.